

Exhibit 35
to Mao Declaration ISO
Plaintiffs' Motion for Leave to
Amend Complaint

Public Redacted Version

Message

From: Elyse Bellamy (Google Slides) [comments-noreply@docs.google.com]
Sent: 8/13/2020 3:27:19 PM
To: adebooi [REDACTED]
Subject: Pr [REDACTED] Na [REDACTED] Perspective (go/pr [REDACTED] na [REDACTED]-perspective)

Elyse Bellamy added comments to the following document



Pr [REDACTED] Na [REDACTED] Perspective (go/pr [REDACTED] na [REDACTED]-perspective)

New

Resolved

3 comments

1 comment

Comments

Many



Arne de Booij

[REDACTED] ohelyse [REDACTED] made this a less definite statement



Elyse Bellamy

New

Thanks! Happy to evolve the version you drafted instead, though,

ReplyOpen

agreed



Arne de Booij

[REDACTED] ohelyse [REDACTED] one can also 'not agree' - while this % is lower it is fair to say that understanding is probably equal for opting in or out



Elyse Bellamy

New

Indeed — my thought was less around the lower %, and more assuming that people who opt out feel more in control / understand the implications better, but that's probably a fallacy on my part!



Elyse Bellamy

New

Marked as resolved

ReplyOpen

We need a higher bar than “consent” Many users have trouble remembering what choice they made and often don't know what they agreed or disagreed to. This is influenced by Google being too complex to understand for users.



Arne de Booij

ohelyse based on comments above, tried to rewrite this a bit. LMKWYT



Elyse Bellamy

New

Makes sense! wondering whether this goes far enough beyond consent though, per your comment.

Worth calling out that many people don't feel they *have* genuine choice? IMO the two problems we face because WAA is so broad are A) people can't get their heads around what it collects / uses because the scope is vast and vague B) the all-or-nothing nature / lack of granular control means people don't feel they have genuine choice if they want to use Google. Does that align with what you're thinking?

Also, I'm realizing #1 and #2 on this slide are super similar, I'll fix.

ReplyOpen

Resolved

Comments

Successful permissions should be meaningful and memorable.



Arne de Booij

ohelyse we can make these more memorable or meaningful but believe there is more than just consent we need to focus on



Elyse Bellamy

New

Marked as resolved

ReplyOpen

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